

The Web Page

► by Angie Stump Denton, director of Web marketing

Find your next purchase online

Commercial and seedstock producers can utilize the Web to search for their next herd bulls, donor cows or replacement heifers.

Thanks to the Internet, producers don't have to wait for the collection of printed sale catalogs they receive in the mail to find their next purchase. By visiting www.angusjournal.com/breedersalecatalogs, you can view Angus breeder sale catalogs online. The catalogs are posted in three formats — searchable, as printed, and portable document format (PDF) files.

All three formats offer the seller options to fit a particular marketing plan and offer the browser unique opportunities to find his or her next purchase. Let's take a look at the three formats, along with their advantages and disadvantages.

Searchable

The searchable option allows browsers to search and sort for animals that meet their genetic criteria. In the searchable format, animals are individually listed with their three-generation pedigrees, expected progeny differences (EPDs), footnotes and photos, if available. By clicking on "Search this catalog" link, a browser can search the entire catalog for animals that meet their EPD requirements or to find animals sired by a certain bull (see Fig. 1).

For example, if a producer wants a bull with a birth weight

EPD of less than 0 and a yearling weight EPD of greater than +80, he can enter those two criteria, and the search engine will return the lots that meet those specifications. The browser can then look at each of those lots individually. Another feature of this option is the ability to search all active sale catalogs (see Fig. 2).

Fig. 1

Select radio button next to desired epd trait or name to sort by that trait or name.

Select animals to search.
 Bulls Cows All

Selection Trait	Valid Range	Min	Max
<input checked="" type="radio"/> Asc <input type="radio"/> Desc			
Production EPD			
<input checked="" type="radio"/> Birth Weight	-1.1	6.1	
<input type="radio"/> Weaning Direct	0	62	
<input type="radio"/> Weaning Milk	0	35	
<input type="radio"/> Yearling Weight	0	115	
<input type="radio"/> Yearling Height	.0	.9	
<input type="radio"/> Scrotal Circum.	-1.01	1.16	
Carcass EPD			
<input type="radio"/> Carcass Weight	-10	26	
<input type="radio"/> Marbling	-.15	.53	

Fig. 2

Search All Catalogs

Select radio button next to desired epd trait or name to sort by that trait or name.

Select animals to search.
 Bulls Cows All

Selection Trait	Valid Range	Min	Max
<input checked="" type="radio"/> Asc <input type="radio"/> Desc			
Production EPD			
<input checked="" type="radio"/> Birth Weight	-5.3	11.6	
<input type="radio"/> Weaning Direct	-5	68	
<input type="radio"/> Weaning Milk	-13	41	
<input type="radio"/> Yearling Weight	-9	121	
<input type="radio"/> Yearling Height	-2.0	2.2	
<input type="radio"/> Scrotal Circum.	-1.61	1.93	

Current Sale Books

Date	Ranch	Location
9/11/2004	Accelerated Genetics 7004 Sire Directory	Red Bluff, CA
9/16/2004	Royal Cattle Co.	At the ranch, Home, MO
8/22/2004	Crest A Ranch	At Gallagher's Angus, G
	East Angus Sale	Hillings, MI
5/4/2004	Royal Angus Farms	Engle, WI
9/11/2004	Southern Cattle Company	At the ranch, near Mans

to perform this action, click the link that says, "Click here to search all catalogs." This will take you to a split screen, with a search screen on the left and a list of active sale catalogs on the right. Note that although all sale catalogs will be listed, the search engine can only sort those posted as "searchable."

The search works similar to the online version of the Angus Sire Evaluation Report. Enter EPD selection parameters — birth weight, weaning weight, yearling weight, yearling height, scrotal circumference, carcass weight, marbling, ribeye area, fat thickness and percent retail product. If searching for lots that meet multiple parameters, click the button to the left of the trait by which you want to sort the results. You

can request the results be provided in ascending or descending order.

Other search options include searching the sale database for females, bulls, or both, or for the progeny of a certain sire. After entering the search criteria and hitting the search button, the left side of the split screen will be replaced with search results — lot number, animal name, and ranch or catalog name. Click on the lot you want to examine. When clicking on a lot number, the right-hand screen will be replaced with that lot's pedigree, EPDs, footnotes and picture (if available). You can print the page or screen at any time during the search process. From the "Search all catalogs" screen, return to the previous screen by clicking the "Go back" link on the top, left-hand side of the window.

With the "searchable" format, browsers can also view a welcome page and sale information page. Typically, the welcome page is a letter from the breeder or sale manager, or both, or a list of consignors. From the welcome page you can choose to go to the sale information page, where important information about the sale can be found — sale time, auctioneer, directions to sale site, motel information and livestock-publication representatives to contact to place a bid. To view all lots in a catalog, click on the sale listings link. This link will bring up a list of sale animals in lot order, or you can search the offering.

The advantages of this format are the search capabilities and the speed to open the sale catalog. The disadvantages are that the browser only sees the "text" of the catalog plus photos of the individual lots. Other graphics or photos used in the printed catalog are not displayed in the searchable option.

As printed

The newest format offered is "as printed." This option allows the browser to see a sale catalog exactly as it looks in print (Fig. 3, page 304).

This format requires a Flash Plug-in. If your computer does not have it installed when you go to the first page of the catalog, the site will direct you to the Macromedia Web site where you can download the plug-in for free.

The instructions on how to use the "as printed" sale catalogs are listed at the top of all pages below the logo and the list of page links. Zoom in on the page of the catalog by inserting a percentage or by using the "lever" to the left of the percentage box. To move the page in the window, select the "hand tool," click on the page and move it with your mouse.

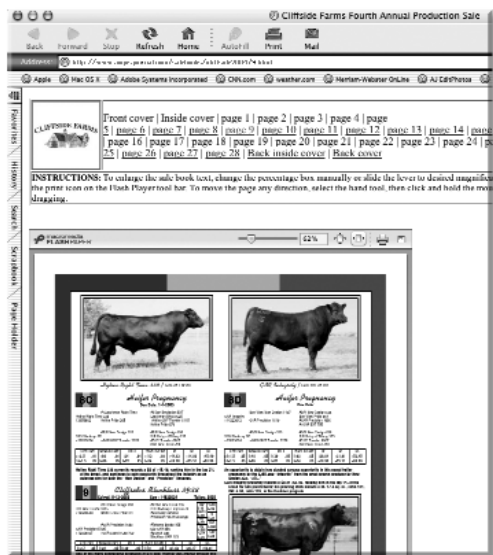
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To print the catalog page so it fits on one page, click on the printer icon on the Flashpaper toolbar. This will print the actual page, not the header with the logo and page links. If you just select print from the browser

Fig. 3



► The Flashpaper toolbar will allow you to navigate each page of the sale catalog.

options, it will print the entire page, which will be two printed pages.

On the Flashpaper tool bar you can also search the current page of the sale catalog. So if you want to find all the instances of EXT in pedigrees on that page, in the text input box type EXT and click enter. This will take you to the first instance of EXT in the catalog. To search again for the same text, click on the magnifying glass icon. This only allows you to search the current page.

The advantage of this format is that the browser can view the entire sale catalog page-by-page and see all the graphics and photos the breeder has in it. The disadvantages are slower download and no search option among all lots. The “as printed format” is a faster download than a PDF file because it only loads one page at a time, compared to a PDF file, which may have 32 or more pages.

PDF

The third option is PDF sale catalogs. This option posts the entire sale catalog, cover to cover, in one file. The browser will need Adobe® Acrobat Reader, a free program available online at www.adobe.com, to view the sale catalog. The advantage of posting your sale

catalog as a PDF is that it is faster and cheaper than the other two options. When you send the sale catalog to the printer, it can be exported as a low-resolution PDF for the Web and posted to the Internet. The disadvantages of PDFs are file size and the time it takes to download. To overcome this problem, some producers choose to divide the sale catalog into smaller sections, allowing for faster download. You also do not have a search function that can sort the entire offering.

The online sale catalogs are also a great way to advertise private-treaty sales, embryo and semen offerings, and a herd-sire or artificial insemination (AI) stud battery. Producers do not have to have a Web site to benefit from this online service.

A handwritten signature in black ink that reads 'Angie'.

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Editor's Note: Don't miss real-time coverage of the National Angus Conference and Tour, Sept. 14-17. Visit www.nationalangusconference.com to download audio files of the presentations, as well as synopses and PowerPoint® presentations. This real-time coverage is sponsored by AgriLabs and Titanium® vaccines.